The Role of Marketing Sea Ports for the Development of Tourism

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Abstract

Marketing mix elements have a special role in the performance of maritime ports. The marketing of the sea ports have a special role in the development of tourism. The elements of marketing mix play an important role in maritime transport and port services, they remain important elements, but also complex elements about the high competition and service offered, recalling here the service features regarding port services in general. In this study we examine the available literature related to marine ports, high competition of their, the role of ports and maritime transport in the economy of countries, the role of marketing to improve port services, the role of the ports for development of tourism. This paper will conclude with a aspect of the marketing mix elements and in particular with the trend for development of marketing seaport and in the other hand the development of tourism in Vlora region. The study aims identifying the role of marketing for the development of the sea ports and the point of connection with the promoting the interests of the tourism. Questionnaires are used for gathering data. The questionnaires included both open-ended and closed questions.

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3. Tourism already plays an important role in the economies of Palau, Fiji, Samoa and Vanuatu. Tourism is an important source of export earnings for many PICs. In Samoa and Vanuatu, tourism generates the majority of export earnings. • Assist the development of existing and new destination ports. in PIC’s including safe navigation, adequate services and the. development of ground operations where not already in place. • Develop a Pacific luxury marketing strategy similar to Tourism New Zealand’s Premium Strategy and, if possible, establish links to enhance the South Pacific offering. The marketing of the sea ports have a special role in the development of tourism. The elements of marketing mix play an important role in maritime transport and port services, they remain important elements, but also complex elements about the high competition and service offered, recalling here the service features regarding port services in general. In this study will examine the available literature related to marine ports, high competition of their, the role of ports and maritime transport in the economy of countries, the role of marketing to improve port services, the role of the ports fo...